



Infill opportunity along South White Street

Overview

From September 29-October 3, 2003, planners and designers with The Lawrence Group, Rose & Associates, Southeast, Inc., Henson-Harrington, Inc., and Kimley-Horn & Associates, Inc. collaborated with the Town of Wake Forest to develop a vision for the heart of the community. The resultant plan, recognized as the Renaissance Plan for the heart of Wake Forest, is the culmination of an intensive community input process designed to provide a foundation for revitalization efforts for the historic Downtown core, as well as the future development of areas surrounding the historic Central Business District.

The planning area encompasses approximately 220 acres and is generally bound by the CSX rail line to the west, the NC 98 Bypass (under construction) to the south, and the Historic and Central Business Districts to the north and the east. The area includes a mixture of retail, service, office, governmental, residential, and light industrial uses. A variety of undeveloped properties and vacant lots are also scattered throughout the planning area.

As Wake County is the most rapidly growing county in North Carolina, community leaders and Town representatives recognize that the Town of Wake Forest will continue to experience the effects of the county's increased growth. Thus, the purpose of the Renaissance Plan is twofold. First, the plan seeks to provide policy and programmatic recommendations for the revitalization of and the encouragement of reinvestment into the historic Downtown. Secondly, this publicly driven revitalization plan proposes a number of realistic development opportunities specifically targeted throughout heart of the Wake Forest community which are aimed at creating a more vibrant community to engage all who visit, work, and live in this special place.

Key Revitalization Initiatives

- Coordinated recruitment and economic development efforts, as well as improved marketing strategies for the Downtown
- Creation of the Town Center South, integrating residential, retail, and civic uses
- Formation of a Town Green at the intersection of South White and Elm Streets
- Infill development possibilities throughout the Downtown
- Townhome development opportunities on the current Town Hall site
- Additional institutional development opportunities throughout the Campus District
- Coordinated streetscaping and landscaping efforts
- Intersection improvements at South Franklin Street and East Holding Avenue
- Improved parking strategies



Proposed Brooks Street Inn



Facade improvements along South White Street



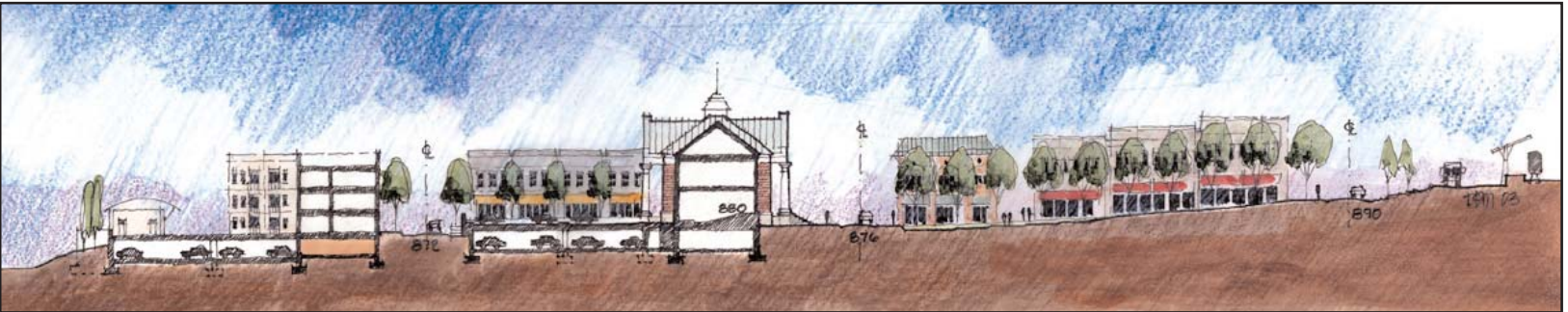
Birdseye perspective of Town Center South



Town Center South townhomes



NC 98 Corridor



Town Center South cross-section



Wake Forest Town Hall



The RENAISSANCE PLAN

FOR THE HEART OF WAKE FOREST



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